



# NEWS RELEASE

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## **Greater Lansing CVB Associate Director of Sales Amanda Toy Receives Emerging New Leader Award**

**LANSING, Mich.** – The Greater Lansing Convention and Visitors Bureau (GLCVB), is pleased to announce that Associate Director of Sales, Amanda Toy CMP, CGMP, GMS, CTA, was awarded the Emerging New Leader Award by the Michigan Society of Association Executives (MSAE) at their 14<sup>th</sup> Annual Diamond Awards Banquet held recently at the Marriott Hotel in Troy, Michigan.

The Emerging New Leader award symbolizes exceptional contributions to the association industry and the promise of future accomplishments within the association management profession. This is the highest honor within MSAE for a new association staff leader. The award also signifies distinguished service to MSAE and other professional organizations as well as the pursuit of continued professional development, and participation in community and civic affairs.

The nominee for this award must have been employed as a full-time key association staff member for a minimum of one year at the time of nomination. The nominee also must be a member of MSAE and previously recognized as a Rising Leader within the organization.

“A strong organization is built on the skills of its staff and we are very fortunate to have Amanda Toy as part of our team,” said Jack Schripsema, President and CEO of the GLCVB. “To be formally recognized among her peers at the MSAE Diamond Awards for leadership and professionalism shines a well-deserved light on Amanda, and our whole organization.”

Toy is a graduate of Michigan State University and has been with the GLCVB since 2011.

*The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area's economy by marketing the region as a travel destination.*

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